



My name is Brad Hittle and I am the CEO of a start-up brewery called Two Roads Brewing Company located in Stratford Connecticut. Two Roads Brewing Company, with the help of its mostly Connecticut investors and a loan from the CDA, is investing \$18 million dollars to transform an old, idle manufacturing building into a state-of-the-art brewing facility that will employ 70 people within 8 years. We will not be a brewpub with a restaurant; we will be making beer for sale at retail and will also have a tasting room for consumer trial and for take home purchases.

I am here to voice my strong support for bill number 5021, particularly the portion of the bill related to changes to the Manufacturers Permit for Beer. The amended permit as written would give us the ability to sell beer by the glass from our tasting room, and to sell 9 liters of packaged beer rather than the current limit of 8 for take home consumption.

This bill help us, help the state of Connecticut, and the town of Stratford. Before explaining, first let me provide some background on the craft beer market in Connecticut. Currently, the "craft" segment of the beer category in Connecticut is growing rapidly, approximately 10% per year, but is DOMINATED by out-of-state brewers. Sadly, only about 15 of every 100 barrels of craft beer sold in Connecticut is actually produced in Connecticut. The rest comes from surrounding states as well as those as far away as California. Our research tells us that most of the breweries in the surrounding states enjoy the very laws that are being proposed today.

To succeed in the beer business, a brewery needs to get consumers to try their beer. If the consumer has a good trial experience, and we believe the beers made in Connecticut are darn good, then consumers will be inclined to repeat their purchase. Unfortunately, the law today inhibits consumer trial as it prohibits breweries from selling beer by the glass in its tasting room. Oddly enough, the law mandates that a consumer is obligated to go on a brewery tour before being able to try a beer, and that beer can only be provide for free. This law is clearly not conducive to consumer trial. Connecticut breweries need the right to sell by the glass, which is the same privilege enjoyed today by Connecticut's wineries and brewpubs. This right will also enable a tasting room to become a more popular tourist destination. For perspective, a small brewery in Pleasantville NY called Captain Lawrence is permitted to sell beer by the glass and they have over 250 people per weekend visiting their brewery, mostly coming by train from Manhattan. This type of consumer traffic arriving in Stratford potentially will be a boon

for other Stratford retailers such as restaurants and theatres, creating business growth and tax revenues.

Ladies and Gentlemen, this new law will strongly help the Connecticut brewers to fight back against the out-of-state brewery "interlopers" [just kidding], and gain our rightful share of the state's craft beer market. By growing our share, the state and municipalities will enjoy more tax revenue. By growing our businesses, the local breweries will hire more employees. And for Two Roads Brewing, we will be able to succeed in our desire to revitalize a dormant building and help revitalize an area of Stratford that truly needs it.

I thank you for your support of this bill.

A handwritten signature in black ink, appearing to read "BRAD HITTLE".

Brad Hittle  
CEO  
Two Roads Brewing Company

FUTURE HOME OF TWO ROADS BREWING COMPANY-1700 STRATFORD AVE

